

REMARKS

The Office Action mailed September 1, 2006 has been received and reviewed. By the present Response and Amendment, Claims 8-9 are cancelled and Claims 10, 13 and 14 are amended. New Claims 21-27 have been added. No new matter is introduced.

Claims 15-20 are allowed.

Claims 10-14 are objected to as being dependent upon a rejected base claim, but have been indicated to be allowable if rewritten in independent form including all of the limitation of the base claim and any intervening claims. Claim 10 is amended into independent form, as suggested, and Claims 10-14 are therefore believed to be in condition for allowance.

Claims 8 and 9 stand rejected under 35 U.S.C. § 102(a) as being anticipated by "Trick-or-Treat for UNICEF" (or "TOTFU"). Applicant respectfully traverses this rejection as TOTFU does not disclose or suggest every element of the Applicant's invention as claimed in Claims 8 and 9. Nonetheless, in order to expedite prosecution of the pending application, Applicant has canceled Claims 8 and 9.

New independent Claim 21 is introduced, which includes subject matter similar to canceled Claim 8, directed to a method of conducting business including the steps of "... advertising, promoting or providing information related to at least one commercial entity, at least one product of the commercial entity and/or at least one service of the commercial entity on the exterior of the coin collection and retention device...". The Examiner contends that TOTFU advertises "a commercial product, namely Halloween or candy/treats via the phrase 'Trick-or-Treat' on the [TOTFU] box exterior." See 09/01/06 Office Action, Page 2. Applicant respectfully traverses. The phrase "trick-or-treat" is clearly not a "commercial product", but rather is a common *activity* that children often engage in on Halloween. For instance, the internet encyclopedia known as *Wikipedia* defines "Trick-or-Treating" as "an activity for children on Halloween in which they proceed from house to

house, asking for treats such as candy with the question, 'Trick or treat?' Trick-or-treating is done in costume and is one of the main traditions of Halloween." Source: www.wikipedia.com. The TOTFU box is merely requesting that volunteers who wish to collect money for UNICEF, a charitable organization, go house to house and ask for coins/money instead of candy. The TOTFU box is *simply not advertising a commercial product*. TOTFU does not disclose or suggest advertising relating to a product of a commercial entity or a service of the commercial entity, *in addition* to advertising, promoting or providing information relating to a charitable entity as claimed in Claim 21. And even if "Trick-or-Treat" were a commercial product, which it is not, it does not relate to a commercial entity in any regard. The only entity displayed on the TOTFU box is UNICEF. But UNICEF is strictly a charitable entity, and the TOTFU box therefore does not disclose or suggest the provision of information regarding both a "commercial entity" and a "charitable entity" as claimed. As such, Applicant believes that Claims 21-27 are also in condition for allowance.

CONCLUSION

In view of the amendments submitted herein and the above comments, it is believed that all grounds of rejection are overcome and that the application has now been placed in full condition for allowance. Accordingly, Applicant earnestly solicits early and favorable action. Should there be any further questions or reservations, the Examiner is invited to telephone Applicant's undersigned attorney at (770) 984-2300.

Respectfully submitted,



Bradley K. Groff
Reg. No. 39,695

Customer No. 23506
GARDNER GROFF SANTOS & GREENWALD, PC
2018 Powers Ferry Road
Parkwood Point, Suite 800
Atlanta, Georgia 30339
Tel: (770) 984-2300
Fax: (770) 984-0098